

## New Yorkers For A Day

Export Business Is Growing in Volume and Will Be Permanent.

By Roger Batchelder.

Our export business is showing a steady increase and an improvement which will be permanent, according to C. Vanderslice of Baltimore, at the Waldorf.

"Argentina has just bought several cargoes of wine shooks, or 52-gallon cases, valued at \$140,000, from this country," he said. "Last year's purchases in this line did not exceed \$50,000. The new orders affect New York, New Orleans and other cooperative supply centers."

"Brazil has purchased from us for the first time great quantities of soda water, which is used in soap-making, pulp manufacture, etc. Copacabana also makes an interesting study at this time. In 1921, purchases amounted to \$75,000, whereas \$180,000 worth of the metal was shipped in the first three months of this year."

"Cuba is coming back steadily and solidly. Much steel and iron and machinery of every description, cement and mixing machinery are being purchased. The sugar mills, neglected for two years, are buying quantities of machinery."

"These items, while comparatively trivial in themselves, are very illustrative, to my mind, of the improved export conditions of to-day, and of hope of the future."

THE VISITING HOUSEWIFE'S COOK BOOK.

FISH PUDDING, according to Chef Louis Paquet of the McAlpin, is quite an acceptable breakfast or luncheon dish, if properly made. This is the forty-first of a series of favorite recipes, written especially for the new book of "New Yorkers For A Day or Two" by New York's famous chefs.

This is a mixture of cooked fish

and mashed potatoes, with two-thirds of the former and one-third of the latter. Moisten with melted butter and a little milk, one raw egg, well beaten, and season with salt, butter or grated nutmeg. Work well over a slow fire; when well mixed and hot, turn into buttered basin, shake firmly down and set in a moderate oven for ten or fifteen minutes. Turn out on a hot dish with some finely rasped crumbs shaken over all. Shape into a dome like mashed potatoes, streak with a fork, brush with melted butter and bake until it takes a pale brown tint. Chopped hard boiled eggs may be stirred into the mixture with advantage.

Another excellent recipe in this volume to-morrow.

SCOTCH AND ENGLISH SHY OF SOCIALISTS.

"The Socialists are very active in England, but they are not making great progress," reported Alberto Perez-Saenz, Consul to Southampton, England, from Bristol, who is at the Pennsylvania. "They can never get the ear of a Scotchman or an Englishman; both are too conservative and inclined to cling to what they think has always been good."

"England is blessed in the great minds which guide her," he continued. "I believe that Lloyd George is a great genius. Perhaps this generation does not understand, but his work for his country will go down in the immortal history of England."

HARD TIMES IN JAPAN.

"Working men in Japan now receive as much as \$75 a month, and there are only eight hours in a working day," reported Shigeme Yokowo, an engineer with a Kobe shipyard, who is on his way to England.

"Business is bad in general," he said, "and there will not be any noticeable improvement until a general reduction takes place in the wage schedule. Shipbuilding costs have increased \$75 a ton, and this is a fair average in all lines of business. We

build only merchant ships in our yards, which are practically idle at present. I do not believe that any noticeable improvement will be evident before August. In almost every line there is stagnation, caused by the high cost of living."

After studying shipyards in England Mr. Yokowo plans to return to this country for a similar purpose.

FARTHEST FROM HOME.

The "New Yorker for a Day or Two" who is farthest from home to-day is J. B. Hardison, who is at the Pennsylvania. His home town, Rangoon, India, is about 12,000 miles from Broadway.

BUSINESS BETTER, SAYS RICKENBACKER DEALER.

During the last few weeks, especially since March 15, there has been a gradual improvement in the retail automobile trade in New York and the nearby territory. James J. Hunt, President of the Hunt Motor Car Company, metropolitan distributors for the Rickenbacker car, who is a close observer of conditions, has had this brought to his attention by the larger business being done by his own firm as well as what he hears along the "Bow."

"Automobile shipments from factories during February," said Mr. Hunt, "assumed proportions that gave the trade great confidence. When the automobile builders send away from their plants an increase of 47 per cent as compared with January, and a gain of 215 per cent as compared with February, 1921, it surely means the public is again in the market."

KELLY-SPRINGFIELD CHANGES SALES POLICY.

The recent move made by the Kelly-Springfield Tire Company in consolidating its general offices in the new building at No. 250 West 57th Street, is indicative of more than merely an effort to organize more efficiently the executive branch of its large business.

The truly interesting and significant feature of the reorganization of office arrangements is the fact that the New York Branch has been moved to the company's warehouse at No. 553 West 37th Street, a step which is really equivalent to giving up the branch altogether, since it has now no display rooms, sales counters or any of the other appurtenances of the usual tire store.

With the discontinuance of all retail

sales—a step which was taken to protect the dealer—the factory branch was deemed an unnecessary expense which only added to the overhead; in cutting out this expense in all cities, which the company intends to do as soon as practicable, a considerable saving will be effected, and it was partly in anticipation of this saving in operating costs that the prices of Kelly products were recently brought down to a competitive basis.

The company intends to establish warehouses in various centers of distribution where railroad facilities are best suited to give prompt service to its dealers and where it now maintains branches these will be supplanted by offices which in many cases will be in the warehouses themselves.

DURANT CONTINUES DEALER TRAINLOADS.

Entire trainloads of Durant cars to single retail dealers are becoming quite the usual procedure for the Durant factories located at Long Island City, N. Y., and at Lansing, Mich.

The latest trainload to leave New York was bound for Washington and the largest single shipment of high grade automobiles ever sent to the national capital.

R. H. Harper, recently appointed Washington distributor, developed sales requiring this large shipment of cars in less than a month.

CLERMONT IS NEW NAME FOR COATS STEAMER.

The Coats Steamer, Inc., has been changed to the Clermont Steamer, Inc., according to an announcement made by the officials of the Allen-Powers Co., Inc., No. 244 Madison Avenue, and the steam motor car the new company will manufacture and put on the market will be known as "the Clermont steam car."

Officials of the Clermont Steamer, Inc., announce that delivery on this deluxe model of the steam car will be made about Aug. 1. This newest steam car to make a bid for the favor of the public is now on exhibition in the showrooms at No. 228 West 57th Street, and demonstrations showing its ability to cover ground and to climb hills are being given to those interested.

KING FORCED TO INCREASE PRODUCTION.

A. Weber, President of the King Motor Company, has a very encourage-

ing report to offer concerning the activities of his company.

"The King business has steadily increased each week since the middle of the winter and has reached the point during March which necessitates putting on a night shift."

"The monthly production schedules which were laid out the first of the year will be more than doubled for the next three months."

"One reason for the unusual increase in sales has been the fact that the King has always been one of the most popular cars in foreign countries, particularly in Europe. The recent betterment of the exchange situation in foreign countries has released a large number of orders."

WILLYS-OVERLAND HAVE RECORD SALES MONTH.

With the right car at the right price the public to-day is not only ready to buy but is buying. That is what they will tell you up at the New York branch of Willys-Overland, Inc., at 50th Street and Broadway. An conclusive evidence they have a sales record for the month just ended of 825 cars actually sold and delivered, with a goodly number still on the books, on which delivery could not be made for lack of cars.

"Yes," said Mr. Stewart, "the New York branch did a bigger business dur-

ing March than in any previous month in our history."

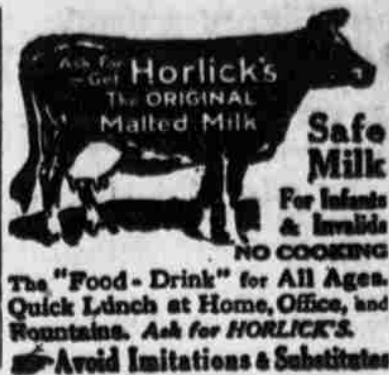
"This is not just a local condition. The factory reports that practically every section of the country is buying Overlands and Willys-Knights in record breaking numbers. Many of the dealers are going to the factory in person and driving the cars away so as to make sure of getting the cars they want."

PAROLE BOARD OPPOSES FIRST OFFENDERS' BILL.

Governor Indicates Veto in Questioning Sing Sing Chaplains.

ALBANY, April 12.—The bill per-

mitting the State Parole Board to parole, after one year's imprisonment, first termers sent to State Prison for felony, was opposed by the Parole Board at a hearing before the Governor yesterday. Also lined up against the bill were the State Superintendent of Prisons and the New York County Lawyers' Association. Urging the Governor to approve the bill appeared Warden Lawes of Sing Sing Prison and Catholic Chaplain Cashin. The latter "inspired" the bill according to the legislative sponsors. The Governor by his questions indicated a probable veto.



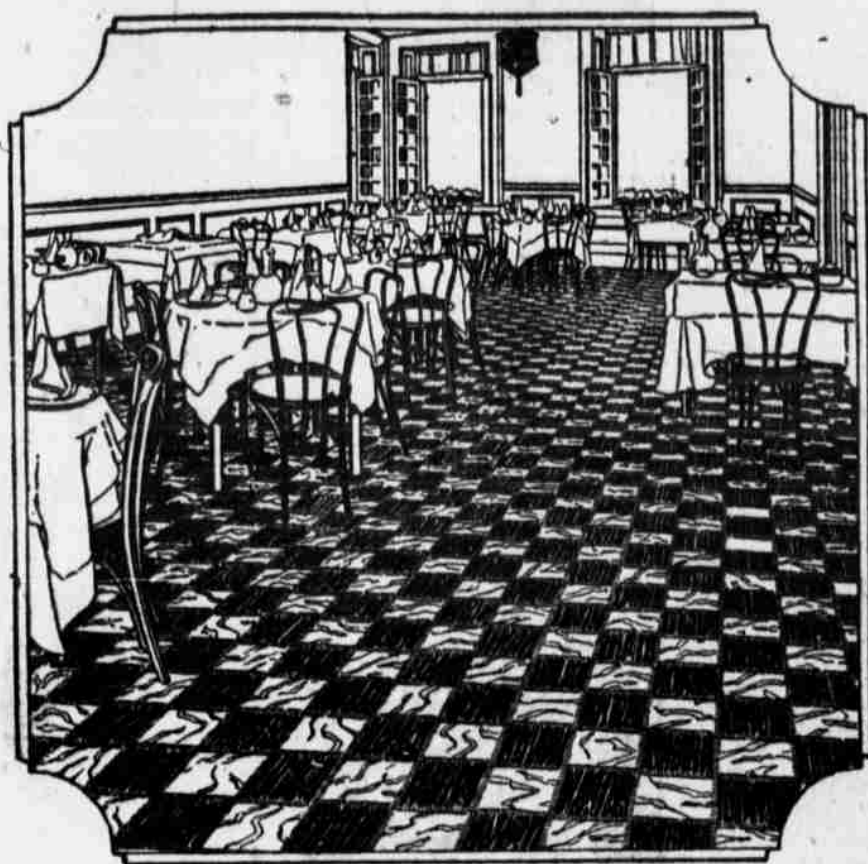
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THE ORIGINAL  
Malted Milk

**Safe Milk**  
For Infants & Invalids  
NO COOKING

The "Food-Drink" for All Ages.  
Quick Lunch at Home, Office, and Mountains. Ask for HORLICK'S.  
Avoid Imitations & Substitutes

## Armstrong's Linoleum

for Every Floor in the House



### A restaurant floor gets rough treatment

Yet it must be clean. Patrons track over it. Cigar ashes fall on it. Waiters rush over it. Things are spilled on it. Next day it must look like new

HERE'S a restaurant with a really handsome floor. It is Marconi's Restaurant in Baltimore. The floor is Armstrong's Marble Tile Linoleum.

This floor is not only handsome. It is durable. It is quiet. You don't hear footfalls. It is smooth enough to dance on, but not slippery. This linoleum is not affected by dirt or grease. It cleans easily. And it was not expensive to install.

Where is there a better kind of floor for restaurants, hotels, cafeterias, or any place where people walk in great numbers?

Armstrong's Linoleum is made with cork. It wears well. The colors of the inlaid patterns go clear through to the burlap back. Under hardest usage it can easily be kept in fine condition.

The way linoleum is put down is important. After many experiments, the best way of laying it has been found—to cement the linoleum down firmly over a layer of builders' deadening felt.

Consult your architect, contractor, building superintendent, or any good linoleum merchant about Armstrong's Linoleum. We shall be glad to supply him with data and specifications for laying.

All Armstrong's Linoleum is guaranteed. Identify it by the Circle "A" trademark on the burlap back.

ARMSTRONG CORK COMPANY, LINOLEUM DEPARTMENT,  
Lancaster, Pennsylvania

New York Office: 212 Fifth Avenue  
Phone Madison Square 1700

Look for the CIRCLE "A" trademark on the burlap back.



## Satins retain their suppleness washed this way, says Skinner

William Skinner & Sons  
ESTABLISHED 1848  
NEW YORK

Lever Bros. Co.,  
Cambridge, Mass.

Gentlemen:

We had samples of our various silks laundered in Lux—Peau de Cygnes, Charmeuse, satins, etc. Each sample was given the number of washings the average silk garment gets in a year.

We found that at the end of the washings none of the silks had stiffened and in no instance did the delicate threads fray or rough up. We noticed particularly that the Peau de Cygnes did not "pull" and that the satins retained their suppleness.

All the silks showed so few signs of wear that it was hard to believe that they had been washed so often. This we think is undoubtedly due to the fact that it is not only unnecessary to rub with Lux, but that the Lux lather is absolutely mild and pure.

These experiments have definitely proved to us that if water alone won't hurt a silk, Lux can't, and we are glad to give it an unqualified endorsement.

Very truly yours,

*William Skinner*

WILLIAM SKINNER & SONS

# LUX

